

Station WAVY-TV NORFOLK, VA.
Advertiser () RESTORE OUR FUTURE
Product RESTORE OUR FUTURE
Estimate# 356
Buyer STEPHANIE KOHLBAUER
Phone#
Fax#

Agency () MENTZER MEDIA
600 FAIRMONT AVE, S#306
TOWSON, MD 21286
Agency C/P1/P2/E //356
Flight Dates 08/21/2012 - 08/27/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---
SC=*

--- REMARKS ---
THIS IS A NEW CONTRACT
TOTAL 57,100
PLS CONFIRM ASAP
THANKS, ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU-F	6A-7A	6A WAVY NEWS	:30	\$2,000.00	08/21-08/24	4	1	4	\$8,000.00	
				Buyline Comment: 6A WAVY NEWS								
	2	TU-F	7A-9A		:30	\$2,000.00	08/21-08/24	4	1	4	\$8,000.00	
				Buyline Comment: TODAY SHOW								
	3	TU-TH	11A-12P		:30	\$200.00	08/21-08/23	6	1	6	\$1,200.00	
				Buyline Comment: HAMPTON ROADS SHOW								
	4	F	11A-12P		:30	\$200.00	08/24-08/24	1	1	1	\$200.00	
				Buyline Comment: HAMPTON ROADS SHOW								
	5	TU-F	12P-1P		:30	\$300.00	08/21-08/24	4	1	4	\$1,200.00	
				Buyline Comment: WAVY NEWS AT NOON								
	6	TU-TH	6P-630P		:30	\$2,000.00	08/21-08/23	3	1	3	\$6,000.00	
				Buyline Comment: 6P NEWS								
	7	TU,TH	11P-1135P		:30	\$2,000.00	08/21-08/23	2	1	2	\$4,000.00	
				Buyline Comment: 11P NEWS								

Rep Order# 6843598 Ver# 1 Status New
EC'd Yes

Traffic Order#

3 of 4

Printed: 08/20/2012 1:04 PM

Last Received: 08/20/2012 11:27 AM

Showing Buylines: All Lines

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	19	SU	11P-1135P	WAVY 11P NEWS	:30	\$2,000.00	08/26-08/26	1	1	1	\$2,000.00	
				Buyline Comment: WAVY 11P NEWS								
	20	M	6A-7A	WAVY 6A NEWS	:30	\$2,000.00	08/27-08/27	1	1	1	\$2,000.00	
				Buyline Comment: WAVY 6A NEWS								
	21	M	7A-9A	TODAY SHOW	:30	\$2,000.00	08/27-08/27	1	1	1	\$2,000.00	
				Buyline Comment: TODAY SHOW								
	22	M	11A-12P	HAMPTON ROADS SHOW	:30	\$200.00	08/27-08/27	2	1	2	\$400.00	
				Buyline Comment: HAMPTON ROADS SHOW								
	23	M	12P-1P	WAVY NEWS AT NOON	:30	\$300.00	08/27-08/27	1	1	1	\$300.00	
				Buyline Comment: WAVY NEWS AT NOON								
	24	M	6P-630P	6P NEWS	:30	\$2,000.00	08/27-08/27	1	1	1	\$2,000.00	
				Buyline Comment: 6P NEWS								
	25	M	11P-1135P	WAVY NEWS AT 11	:30	\$2,000.00	08/27-08/27	1	1	1	\$2,000.00	
				Buyline Comment: WAVY NEWS AT 11								
	26	M	1135P-1235A	TONITE SHOW	:30	\$500.00	08/27-08/27	1	1	1	\$500.00	
				Buyline Comment: TONITE SHOW								

---REPORT TOTALS---

Report Totals: 52 / \$57,100.00

---SALES MONTHLY TOTALS---

Aug 12: 44 / \$47,900.00 Sep 12: 8 / \$9,200.00

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Sales Totals: 52 / \$57,100.00
Station Totals: 52 / \$57,100.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$167,941	CATV 0%	WAVY 34%	WGNT 0%	WPXV 0%	WTKR 31%
		WTVZ 0%	WVBT 9%	WVEC 26%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books null
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE